



MONGOLIAN MIXED MARTIAL ARTS FEDERATION (MMMAF) STRATEGIC PLAN

Mission Statement

To promote and develop Mixed Martial Arts (MMA) in Mongolia, ensuring athletes' growth through structured programs, strong governance, and community engagement while adhering to global standards and working toward MMA's inclusion in the Olympic Games.

Vision Statement

To establish Mongolia as a leading force in the global MMA community, nurturing talent, fostering a clean and safe sport, and contributing to MMA's recognition as an Olympic sport.

Role and Responsibility

Key Objectives:

- MMMAF is the governing body responsible for promoting and developing Mixed Martial Arts (MMA) in Mongolia, affiliated with the International Mixed Martial Arts Federation (IMMAF).
- MMMAF will adhere to the IMMAF Code of Conduct and the World Anti-Doping Agency (WADA) code for clean sport.
- MMMAF will continue to work towards achieving recognition from the International Olympic Committee (IOC) for MMA inclusion in the Olympics.

Good Governance

Key Goals:

- **Develop Good Governance:** MMMAF aims to support its members in developing strong governance practices, fostering the growth of youth athletes, competitive athletes, coaches, technical officials, and recreational participants.
 - **Expansion of Membership:** New members will be welcomed into MMMAF, ensuring they align with IMMAF standards and contribute to the global MMA community.
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Strategic Plan for 2024–2026

1. Digitalize Administration and Engage the MMA Community

Become a leader in utilizing technology for MMA events and fan engagement.

- **Create a Grading and Membership Platform:** Implement an online system to track athlete grades, memberships, and event participation.
- **Engage with Fans via Digital Platforms:** Develop an online presence through TV platforms, streaming MMA events, and engaging with fans on social media.

2. Championship Calendar

Increase the frequency and level of competitions to encourage athlete participation.

- **National Competitions:** Organize regional and national championships for various age groups and levels to offer more opportunities for athletes to compete and showcase their skills.
- **Continental and World Championships:** Support athletes to compete at the continental and world levels, ensuring preparation and funding to compete at international standards.

3. Income Generation

Ensure sustainable funding for MMMAF through diverse revenue streams.

- **Membership Fees:** Standardize membership fees to ensure the financial sustainability of MMMAF while making membership affordable and accessible.
- **Sponsorships:** Secure sponsorships for events, training programs, and national teams to create long-term financial support for the federation.
- **Event Revenue:** Generate income through the organization of professional MMA events, providing a platform for fighters to showcase their talents and attract sponsors.
- **Educational Programs:** Develop educational materials and online courses for athletes and coaches, creating an additional revenue stream while enhancing the knowledge base in the community.

4. Good Governance and Committee Development

Establish and empower working committees to oversee key areas, ensuring effective decision-making and oversight.

- **Committees:**
 - **Technical Committee:** Oversee the training and certification of judges, referees, and cutmen to ensure the integrity of MMA competitions.
 - **Anti-Doping Committee:** Ensure the implementation of anti-doping policies and education in line with WADA standards, maintaining a fair and clean sport.

- **Finance, Sponsorship, and Marketing Committee:** Manage the financial aspects of MMMAF, secure sponsorship deals, and develop marketing strategies to enhance the visibility of MMA in Mongolia.
- **Coaching and Sports Development Committee:** Oversee the development of coaching programs and sports initiatives to continually improve athlete performance and coaching quality.
- **Medical Committee:** Ensure all athletes meet the necessary medical clearance requirements for competition, prioritizing athlete safety.

5. Athlete Safety and Health

Promote athlete health and safety through proper medical protocols.

- **Medical Clearance for Competitions:** Athletes must submit annual medical examinations and regular blood tests for diseases like Hepatitis B, Hepatitis C, and HIV, ensuring their readiness for competition.
- **Post-Event Injury Protocols:** Implement mandatory injury suspensions, such as a 45-day recovery period following knockout (KO), technical knockout (TKO), or head trauma, as per international standards to safeguard athlete health.

6. Anti-Doping Program

Support the health and integrity of the sport through strict anti-doping measures.

- **Adopt WADA Code:** MMMAF will enforce IMMAF's anti-doping policies and align with WADA standards for testing and education, ensuring a clean and fair competitive environment.
 - **Anti-Doping Education:** Ensure athletes, coaches, and officials complete anti-doping education courses to foster a clean sport environment.
 - **National Doping Control Partnerships:** Partner with the National Anti-Doping Organization (NADO) to implement effective anti-doping programs in Mongolia, ensuring compliance with global standards.
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Key Performance Indicators (KPIs)

- **Event Participation:** Increase the number of athletes competing in local, national, and international MMA events.
- **Membership Growth:** Track the growth of MMMAF membership and engagement with digital platforms.
- **Sponsorship and Revenue Growth:** Monitor the success of sponsorship agreements and revenue generated from events and memberships.

- **Clean Sport Compliance:** Ensure all athletes and officials comply with anti-doping rules and medical clearance requirements.
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Implementation and Timeline

Year 1 (2024):

- Launch membership and grading platforms to streamline administrative tasks and improve accessibility for athletes and members.
- Organize national MMA events and initiate development programs, fostering talent at all levels and promoting the growth of MMA in the country.
- Develop partnerships for sponsorship and funding to build a sustainable financial model for MMMAF.

Year 2 (2025):

- Expand the championship calendar with continental and world-level competitions, providing more opportunities for athletes to compete internationally.
- Implement anti-doping programs and medical clearance protocols to prioritize athlete safety and ensure clean sport practices.
- Increase online engagement through social media and TV platforms to grow the MMA community and enhance visibility.

Year 3 (2026):

- Review and assess progress toward achieving IOC recognition, aligning the organization's goals with the broader international sporting community.
 - Expand coaching certification programs and committee work to strengthen the governance and operational capacity of MMMAF.
 - Evaluate financial growth and sustainability through sponsorship and events to ensure continued success and stability.
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Conclusion

The MMMAF's strategic plan aims to position Mongolia as a leader in the MMA community through the development of youth athletes, improved governance, and strong financial sustainability. By following these strategies, MMMAF will not only enhance the sport locally but also contribute to MMA's growth on the international stage, aligning with global standards and working toward MMA's inclusion in the Olympics.